IN THE CLAIMS:

      Please amend the claims as follows:

1.   (Currently Amended) A <u>computer-implemented</u> method, comprising:

      receiving, at a computer of a user: (i) a first web page comprising a first banner advertisement associated with a link identifying a first target website and (ii) a second webpage comprising a second banner advertisement associated with a link identifying a second target website, without the user requesting the banner advertisements;

      ~~executing software code to automatically identifying and save~~ <u>identifying and saving</u> the banner advertisements and associated links <u>by operation of one or more computer processors, without having received any user request to save the banner advertisements and without having received any user request to save the associated links</u>;

      providing an advertising history window for user-controlled ~~scrolling through~~ <u>browsing of</u> the banner advertisements saved from the web pages;

      receiving, via the advertising history window, user input selecting one of the banner advertisements saved from the web pages; and

      accessing, via the link associated with the selected banner advertisement, the target website identified by the link associated with the selected banner advertisement.

2.   (Previously Presented) The method of Claim 1, wherein the selected banner advertisement includes a tag that is a Hypertext Markup Language (HTML) tag.

3.   (Currently Amended) The method of Claim 1, wherein providing an advertising history window for ~~scrolling through~~ <u>browsing of</u> the banner advertisements saved from the web pages, based on user input comprises:

      outputting a button for display; and

      in response to the button being toggled, outputting the one of the saved advertisements for display.

4-5.   (Cancelled)

6.   (Currently Amended) The method of Claim 1, wherein providing an advertising
history window for ~~scrolling through~~ browsing of the banner advertisements saved from
the web pages, based on user input comprises:

       outputting a previous button for display in the advertising history window;

       outputting a next button for display in the advertising history window; and

       accessing saved advertisements when the previous button and next button are
toggled.

7-12.   (Cancelled).

13.   (Currently Amended) A system, comprising:

       at least one user computer, wherein the at least one user computer is connected
to a web server via a network connection, wherein the user computer receives: (i) a first
web page comprising a first banner advertisement associated with a link identifying a
first target website and (ii) a second web page comprising a second banner
advertisement associated with a link identifying a second target website, while the user
is engaged in activity other than requesting the banner advertisements, wherein the
user computer receives at least one of the banner advertisements from the web server,
the user computer including a program which, when executed, performs an operation
comprising:

            identifying and saving the banner advertisements and associated links,
without having received any user request to save the banner advertisements and
without having received any user request to save the associated links;

            outputting the saved banner advertisements for display in an advertising
history window such that a user may ~~scroll through~~ browse and select one or
more of the saved banner advertisements from the advertising history window;

selecting, based on user input, one or more of the saved banner advertisements for display thereof;

accessing, via the link associated with the selected banner advertisement, the target website identified by the link associated with the selected banner advertisement;

outputting a previous button for display;

outputting a next button for display; and

accessing the saved banner advertisements when the previous button and next button are toggled.

14.   (Currently Amended) A non-transitory computer readable medium containing a program which, when executed, performs an operation comprising:

receiving, at a user computer: (i) a first web page comprising a first banner advertisement associated with a link identifying a first target website and (ii) a second web page comprising a second banner advertisement associated with a link identifying a second target website, the banner advertisements being sent to the user computer automatically in response to a user request for information other than the banner advertisements;

identifying the received banner advertisements in the web pages;

saving the identified banner advertisements and associated links, without having received any user request to save the banner advertisements and without having received any user request to save the associated links;

providing an advertising history window for user-controlled scrolling through browsing of the banner advertisements saved from the plurality of web pages;

receiving, via the advertising history window, user input selecting one of the banner advertisements saved from the web pages; and

accessing, via the link associated with the selected banner advertisement, the target website identified by the link associated with the selected banner advertisement.

15.   (Currently Amended) The non-transitory computer readable medium of Claim 14, wherein the selected banner advertisement includes a Hypertext Markup Language (HTML) tag ~~and wherein the received banner advertisements are identified and saved automatically~~.

16.   (Previously Presented) The non-transitory computer readable medium of Claim 14, wherein the operation further comprises:

outputting a button for display; and

outputting at least one of the saved advertisements for display, in response to the button being toggled.

17.   (Cancelled)

18.   (Previously Presented) The non-transitory computer readable medium of Claim 14, wherein at least one of the saved banner advertisements is associated with a tag; and wherein saving the at least one banner advertisement at the user computer at least is done at least partially based on the tag.

19.   (Currently Amended) The non-transitory computer readable medium of Claim 14, wherein providing an advertising history window for ~~scrolling through~~ browsing of the banner advertisements saved from the web pages, based on user input comprises:

outputting a previous button for display;

outputting a next button for display; and

accessing the saved banner advertisements when the previous button and next button are toggled.

20-22. (Cancelled).

Please add the following new claims:

23.   (New) The computer-implemented method of claim 1, wherein the banner advertisements are saved without exceeding a user-defined threshold amount of storage for saving banner advertisements.

24.   (New) The computer-implemented method of claim 23, whereby at least one of the banner advertisements displaces at least one previously-saved banner advertisement so as not to exceed the user-defined threshold amount of storage for saving banner advertisements.

25.   (New) The computer-implemented method of claim 24, wherein the at least one previously saved banner advertisement is selected based on a timestamp associated with the at least one previously saved banner advertisement being older than all other previously saved banner advertisements.

26.   (New) The computer-implemented method of claim 1, wherein each banner advertisement is associated with at least one attribute, and wherein the method further comprises:
       receiving, via the advertising history window, user selection of one or more attributes;
       wherein at least one the advertising history window is provided for user-controlled browsing of only those of the banner advertisements that match the one or more attributes.

27.   (New) The computer-implemented method of claim 1, further comprising:
       receiving a third web page comprising a third banner advertisement associated with a link identifying a third target website; and
       wherein the third banner advertisement is not saved, upon determining that the third banner advertisement matches a previously-saved banner advertisement.

28.   (New) The computer-implemented method of claim 1, wherein the second web page further comprises a banner rotation, whereby the second banner advertisement is output in the second web page at a first point in time and a third banner advertisement is output in the second web page at a subsequent point in time, instead of the second banner advertisement.

29.   (New) The computer-implemented method of claim 28, whereby the advertising history window allows user-controlled browsing of banner advertisements from different web pages and from different points in time.

30.   (New) The computer-implemented method of claim 1, wherein associations between the banner advertisements and the links are stored in an advertising history file at the computer of the user.

31.   (New) The computer-implemented method of claim 1, further comprising:
        outputting a menu of saved banner advertisements, for display in the advertising history window.

32.   (New) The computer-implemented method of claim 31, wherein the menu of saved banner advertisements is ordered based on timestamps associated with the saved banner advertisements.

33.   (New) The computer-implemented method of claim 1, wherein each of the saved banner advertisements was previously displayed as part of the received web pages.

34.   (New) The computer-implemented method of claim 1, whereby the advertising history window allows user-controlled browsing of banner advertisements without requiring any of the web pages to be revisited.